

Install Guide: Buyer Discovery for LinkedIn

Instructions for integrating Buyer Discovery with LinkedIn

Introduction

The LinkedIn integration with the Buyer Discovery web app brings intent signals to your LinkedIn Ad Accounts in the form of third-party audiences.

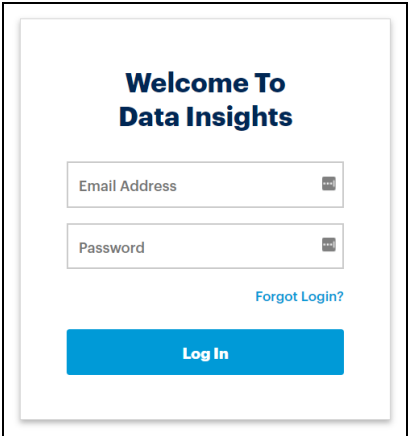
Intent signals come from Buyer Discovery's in-market company prospects, across more than 9 million monthly users of Gartner Digital Markets review sites, including Capterra, GetApp, and Software Advice. Users are associated with companies based on a reverse domain lookup and intent for a product determined by activity patterns.

The company domains from Buyer Discovery are compared with all websites found on LinkedIn Company pages, and the matched Companies are added to an audience in LinkedIn. This audience can be set to update daily with any new company prospects.

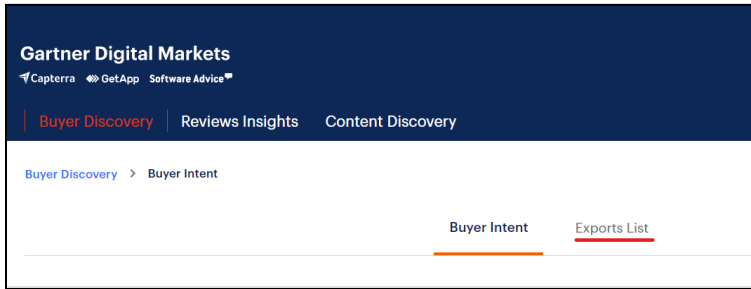
Install

Step 1: Go to the Buyer Discovery web app.

- Go to the exports page in the Buyer Discovery web app.
 1. Go to <https://datainsights.gartner.com>.
 2. Enter in your username and password and log in.

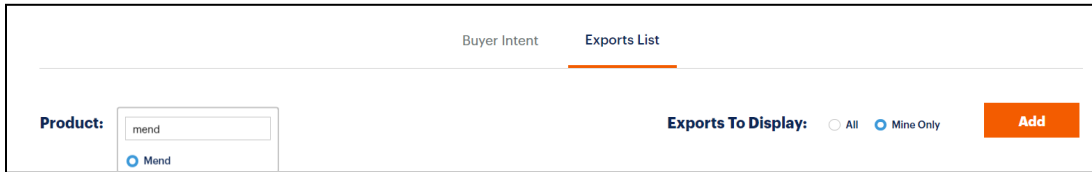


3. From the Home Page, go to the Exports List.



Step 2: Create a LinkedIn Export for Buyer Discovery

- Initiate and configure the LinkedIn Export from the Exports List tab.
 1. In the Exports List page, make sure the correct product is selected from the Product dropdown.



2. After selecting your product, click on "Add", and a pop-up will appear.

✕

What type of export do you want?

- Custom** Filter, analyze, and download company prospects in a CSV file.

- API** Receive company prospects through an API integration or download a JSON file.

- Salesforce** Import company prospects into the Buyer Discovery Salesforce App.

- HubSpot** Imported company prospects into the Buyer Discovery Hubspot App.

- Marketo** Import intent signals into Marketo.

- LinkedIn** Import segments into the Buyer Discovery LinkedIn App.

Continue

3. In the pop-up, select “LinkedIn” and click “Continue” . A LinkedIn pop-up for authentication will appear.
4. Go through the authentication pop-up. Another pop-up to select an active LinkedIn ad account will appear.
5. Select the proper ad accounts and click “Next”. The LinkedIn Audiences page will appear.

Buyer Discovery > Exports List > LinkedIn Audiences < Go Back

Export Name: LinkedIn ✎ LinkedIn-Segments


Add

6. In the LinkedIn Audiences page, click “Add”. A Default Segment will be created, and you will be taken to the Manage Audience page.

Note: The “Add” button in this LinkedIn-Segment screen can be used to create additional audiences including audiences targeted for other ad accounts.

Although it is possible to create multiple audiences by creating multiple LinkedIn “exports” its preferable to keep all the audiences created within a single LinkedIn export.

Buyer Discovery > Exports List > LinkedIn Audiences > Manage Audience < Go Back

Default Segment 
Audience Name

Audience Details

Mend
Product

Tuesun Ad Account
Ad Account

Metrics

0
Match Count

0%
Match Rate

LinkedIn Synchronization

Type
Active

-
Last Synced

Update Audience

Publish

Delete

-
Last Modified

Filters ⓘ

Set import filters Reset

Country

State

Company Prospects ⓘ

Included records Exclude Selected Records

<input type="checkbox"/>	Company	Domain	Country	Status	State	City
<input type="checkbox"/>	Gather	gather.app	United States	-	Idaho	Me
<input type="checkbox"/>	Montefiore Information Technol...	emerginghealthit.com	United States	-	New York	Yo
<input type="checkbox"/>	Ethan Allen Workforce Solutions	eaworkforce.com	United States	-	New York	Po

7. In the Manage audiences page, set the filters on the Company Prospects to match your ideal customer profile (ICP).

Filters ⓘ

Set import filters Reset

Country

united

Tanzania, United Republic of

United Arab Emirates

United Kingdom

United States

State

City

Industry ⓘ

Employees

Revenue

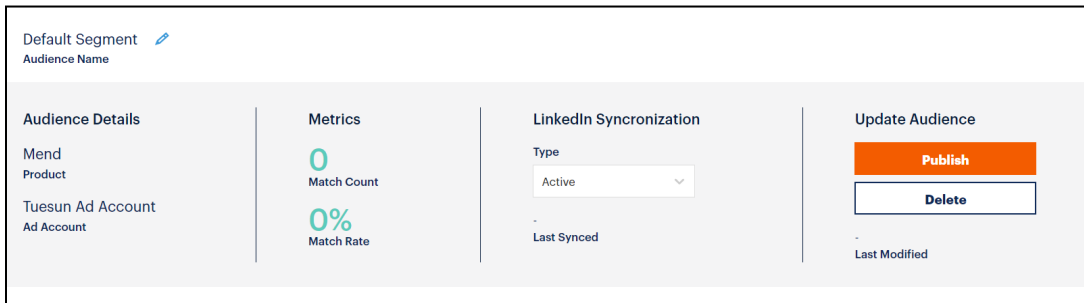
Categories Viewed

Company Prospects ⓘ

Included records Exclude Selected Records

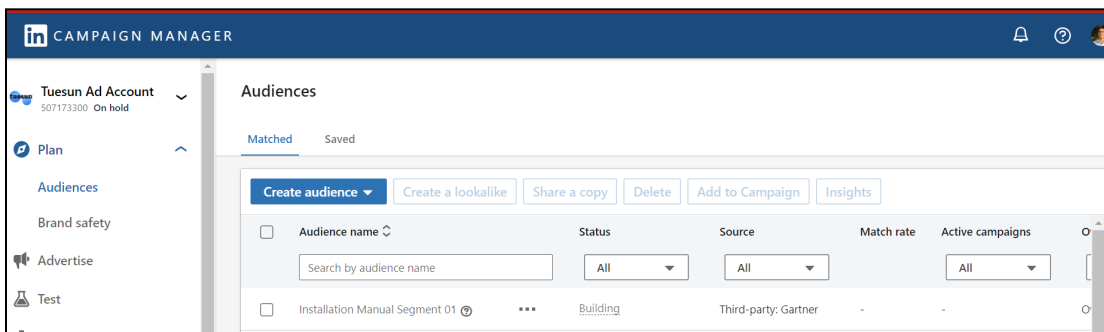
<input type="checkbox"/>	Company	Domain	Country	Status	State	City
<input type="checkbox"/>	Gather	gather.app	United States	-	Idaho	Me
<input type="checkbox"/>	Montefiore Information Technol...	emerginghealthit.com	United States	-	New York	Yo
<input type="checkbox"/>	Ethan Allen Workforce Solutions	eaworkforce.com	United States	-	New York	Po
<input type="checkbox"/>	USA Collision	usacollision.com	United States	-	Arizona	Ph
<input type="checkbox"/>	Steward Healthcare	stewardhealthcare.com	United States	-	-	-
<input type="checkbox"/>	Biblica	biblica.com	United States	-	Colorado	Cc
<input type="checkbox"/>	Live Your Message with Marisa ...	liveyourmessage.com	United States	-	California	Lo
<input type="checkbox"/>	Rack Men Equipment	rackmen.com	United States	-	Georgia	Ca
<input type="checkbox"/>	Michigan Lottery	michiganlottery.com	United States	-	Michigan	La
<input type="checkbox"/>	Valley Health System	valleyhealth.com	United States	-	New Jersey	Ri
<input type="checkbox"/>	Prestige Realty Group	prestigerg.com	United States	-	Florida	Mi
<input type="checkbox"/>	Trail Transmission	trailtransmission.com	United States	-	Arizona	Ap

- At the top of the Manage Audience page, click on the pencil next to Default Segment to change the name of the segment to something of your choosing, and then click “Save”.
- Under the Update Audience section, click “Publish”. On the following confirmation pop-up, click “Confirm”.



LinkedIn Campaign Manager

- Log into your LinkedIn Campaign Manager account, and select the Ad account used in the Buyer Discovery setup.
- Click on Plan, and then click on Audiences, and you will see the Audience created in the Buyer Discovery web app listed here (Note: it may take a few minutes for the Buyer Discovery Audience to appear in LinkedIn Campaign Manager).

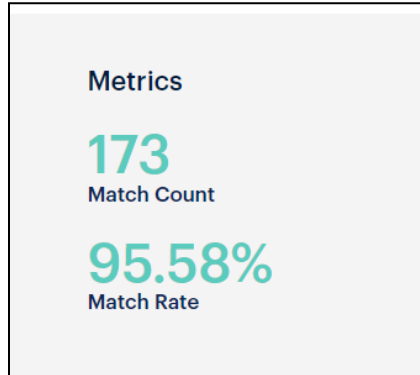


- Once the Audience moves from the Building to Ready Status, you can use this Audience in active or new Campaign groups, and the Audience will automatically update with new company prospects on a daily basis.

Additional Integration Features

Metrics on Match Count

See the count and percentage of matches from the Buyer Discovery company prospects and company domains found on LinkedIn.



Ability to Sync with LinkedIn on Static or Dynamic Basis

Use the LinkedIn synchronization dropdown to select if you want an audience that only updates One Time (static), Active (daily), or None (not at all).

A light gray rectangular card with a thin black border. At the top, the text "LinkedIn Synchronization" is centered in a dark blue font. Below it, the word "Type" is centered in a dark blue font. Underneath "Type" is a dropdown menu with a white background and a thin blue border. The dropdown is currently open, showing three options: "Active" (in dark blue), "One Time" (in dark blue), and "None" (in dark blue). The "Active" option is highlighted with a light blue background. A small downward-pointing arrow is visible on the right side of the dropdown box.